Attorney, J. I. J'maev, Reg. No. 45,669 July 7, 2003 Expr. Mail EO 901 074 313 US

## **ABSTRACT**

## METHOD AND APPARATUS FOR

5 ISSUING PRODUCT NOTICES

System and method for issuing an electronic signal to a product. Electronic signal is address directed to product based on product identification such as SKU number, lot/date codes and serial numbers. Other intermediate identifiers are also used. Electronic signal can be recall signal with various levels of criticality. Electronic signal can be transmitted on periodic basis.

15

10